Text Analytics for Customer Feedback Training Course

Professional Development Training Course Outline

Category	Customer Service and Customer Experience	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s data-driven business landscape, understanding customer sentiment is no longer optional it’s a strategic necessity Text Analytics for Customer Feedback Training Course empowers organizations to transform unstructured customer data into actionable insights, enabling businesses to enhance customer experience (CX), improve brand loyalty, and drive revenue growth. Through advanced techniques in natural language processing (NLP), sentiment analysis, and topic modeling, participants will learn to extract meaningful patterns from reviews, surveys, social media mentions, and support tickets. This course combines hands-on learning with real-world case studies to ensure practical application in modern business environments.

Participants will gain expertise in leveraging AI-powered analytics tools to identify pain points, uncover emerging trends, and make data-driven decisions. By mastering text mining, opinion mining, and customer feedback analysis, learners will be equipped to optimize product strategies, improve service quality, and anticipate market needs. This course is designed for professionals seeking to become proficient in customer experience analytics, digital transformation, and predictive insights, positioning them as strategic assets in a competitive, customer-centric world.

Programme Curriculum

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Course Duration

5 days

Course Objectives

By the end of this course, participants will be able to:

1. Understand the fundamentals of text analytics and customer feedback analysis.
2. Apply natural language processing (NLP) techniques to real-world datasets.
3. Conduct sentiment analysis to identify positive, negative, and neutral feedback.
4. Perform topic modeling to detect emerging trends and customer pain points.
5. Utilize text mining tools for automated feedback classification.
6. Integrate AI-powered insights into customer experience strategies.
7. Analyze social media and survey data for actionable business intelligence.
8. Implement predictive analytics for proactive customer engagement.
9. Leverage visual analytics to communicate insights effectively.
10. Optimize product and service improvements using data-driven insights.
11. Ensure data quality and preprocessing for accurate analysis.
12. Build dashboards for real-time feedback monitoring.
13. Translate analytics outcomes into strategic business recommendations.

Target Audience

1. Customer Experience Managers
2. Marketing Analysts
3. Product Managers
4. Data Analysts & Data Scientists
5. Business Intelligence Professionals
6. Customer Support Leaders
7. Digital Transformation Consultants
8. Market Research Professionals

Course Modules

Module 1: Introduction to Text Analytics

- Overview of text analytics and customer feedback
- Importance of unstructured data in business
- Key tools and platforms for text analysis

- Real-world case study: Analyzing product reviews for trend detection
- Extracting text from survey data

Module 2: Data Preprocessing & Cleaning

- Data collection methods for customer feedback
- Handling missing, noisy, and inconsistent data
- Text normalization, tokenization, and stemming
- Stop words removal and feature extraction
- Case study: Cleaning social media mentions for analysis

Module 3: Sentiment Analysis

- Fundamentals of sentiment scoring and polarity detection
- Rule-based vs machine learning approaches
- Emotion and aspect-based sentiment analysis
- Tools for sentiment visualization
- Case study: Improving brand perception via feedback sentiment

Module 4: Topic Modeling & Trend Analysis

- Introduction to Latent Dirichlet Allocation (LDA) and NMF
- Identifying common themes and topics in feedback
- Trend detection and emerging issue forecasting
- Evaluation of topic modeling results
- Case study: Detecting recurring complaints in customer surveys

Module 5: Text Mining & Classification

- Classification techniques: Naive Bayes, SVM, and deep learning
- Feature engineering for text data
- Spam and irrelevant feedback detection
- Building automated categorization pipelines
- Case study: Classifying support tickets for faster resolution

Module 6: Visualization & Reporting

- Creating dashboards and reports for insights sharing
- Visualization tools: Tableau, Power BI, Python libraries
- Interactive charts for customer feedback
- KPI tracking for customer satisfaction
- Case study: Dashboard creation for a retail brand

Module 7: Predictive Analytics & Actionable Insights

- Predicting churn and customer behavior using text data
- Integrating feedback insights into business strategy
- Scenario analysis and decision-making
- Evaluating ROI from text analytics initiatives
- Case study: Proactive service improvement via predictive insights

Module 8: Advanced Techniques & Future Trends

- AI-driven feedback analysis and automation
- Multilingual sentiment analysis
- Voice-to-text and chatbot feedback analytics
- Ethics, privacy, and compliance in text analytics
- Case study: Implementing AI-powered insights in a global enterprise

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price

23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com